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## 2. ELECTROPHORECTIC DISPLAY DEVICE

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APPLICANT(S)- BROTHER IND LTD

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PROBLEM TO BE SOLVED: To provide an electrophoretic display device which is of proper image quality, low-cost and power-saving by making small a voltage applied to an electrode.

SOLUTION: This electrophoretic display device 1 includes a record medium conveying portion 5 for relatively conveying a sheet record medium PP formed of microcapsule layers with charged particles and a liquid dispersion medium encapsulated therein, an electrode voltage applying circuit 6 for applying a voltage, a control portion 4 for controlling the voltage, an upper electrode portion 2 with an energizing portion 25 formed in a rotary roller shape to energize a surface of the record medium PP so that it applies the voltage by contact therewith, and a lower electrode portion 3 disposed opposite the upper electrode portion 2 to sandwich the record medium PP therebetween so that the upper and lower electrode portions 2, 3 apply the voltage to each pixel unit of the record medium PP and form a control electric field in conjunction. The device 1 is constructed by bringing the distance between the electrodes 2 and 3 close to the thickness of the record medium PP so that the upper electrode portion 2 applies the electric field by rolling contact with the record medium PP.

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